CITY OF ST. ALBERT

2012 QUARTERLY REPORT

SECOND QUARTER

stalbert.ca

City of St. Albert Celebrate Life

TABLE OF CONTENTS

Economic Development 3

Economic Development 3

Tourism 4

Land Use and Infrastructure 4

Other Items of Importance 4

Community Development 5

Build Our Community 5

Safety and Health 6

Arts, Culture and Heritage 6

Community Amenities and Infrastructure 6

Other Items of Importance 7

Environment 9

Environmental Stewardship 9

Clean-up, Stabilization, Monitoring and Reporting 9

Promote Environmentally Sustainable Practices 10

Other Items of Importance 10

Governance 10

Planning and Reporting 10

Governance Capacity and Policy Direction 11

Partnerships and Relationships 11

Fiscal Responsibility 12

Other Items of Importance 13

Other Items 15

Attract and Retain High Quality Employees 15

Deliver Programs and Services that Meet or Exceed our Standards 15

Ensure Our Customers are Very Satisfied 16

ECONOMIC DEVELOPMENT

Build and diversify St. Albert's economy in partnership with the community and key stakeholders.

Economic Development

Develop and Implement an Economic Development Plan

The new Executive Director for Economic Development was announced in late June 2012. With the new appointment, work will be initiated on implementing the Economic Development Plan including development of a top ten list of potential businesses that the City will pursue and strategies for retaining current businesses in the city.

Enhance Economic Development Opportunities Along St. Albert Trail

The Mayor's Task Force — St. Albert Trail Improvement Plan Committee, started meeting in April 2012 and will continue to meet monthly to fulfill the purpose of developing a vision for the St. Albert Trail. The Committee will gather feedback from stakeholders through open houses and surveys before preparing a set of recommendations for Council.

Revitalize the City's Downtown

Administration explored the use of golf carts as an option for transporting people to the downtown and along the Red Willow Trail. The purpose of this initiative was to find a creative way to move people from one location to another within the city and help alleviate traffic congestion during the Farmer's Market. The proposed route would allow people to park at the Botanic Park, St. Albert Centre and the Enjoy Centre and then use a golf cart system to transport people to the market and to explore St. Albert. Administration is considering piloting the project in 2013.

Promote the City and Attract Businesses, Investment, Residents and Visitors

Two new positions were developed and posted—Manager, Investment Attraction and Marketing Specialist. The development of an investment and attraction strategy and marketing plan will be initiated once these two positions are recruited.

Business Licences

Compared to quarter two 2011, the number of resident business licences remained relatively the same while the number of home-based and non-resident licences decreased in quarter two of 2012. This decrease is due to cancellation of licences and non-renewal of licence which may result from increases from licence fees.

The target for 2012: 1,378 resident, 1,028 home-based and 749 non-resident businesses.

Note: Resident businesses are businesses operating from a commercial/ industrial location within St. Albert.

Tourism

Promote Tourist Attractions and Events

To promote tourist attractions and events, ads were placed in the following publications:

- Edmonton Summer Campaign
- St. Albert Gazette—Summer in St. Albert
- Vue Weekly—Hot Summer and Road Trips

Land Use and Infrastructure

Improve Commuting and Transportation Connectivity within the Capital Region

South Park and Ride/Transit Centre

Administration continues to work closely with the City of Edmonton and the provincial government to secure the land required for the park and ride. The Province is amenable to a leasing option for the surplus lands in the provincial Transportation Utility Corridor adjacent to Anthony Henday Drive and St. Albert Trail.

Ray Gibbon Drive Phase 3

Construction is now underway on Ray Gibbon Drive. The remaining land purchases required for storm water right of way were finalized. Construction is expected to be completed by the end of November 2012.

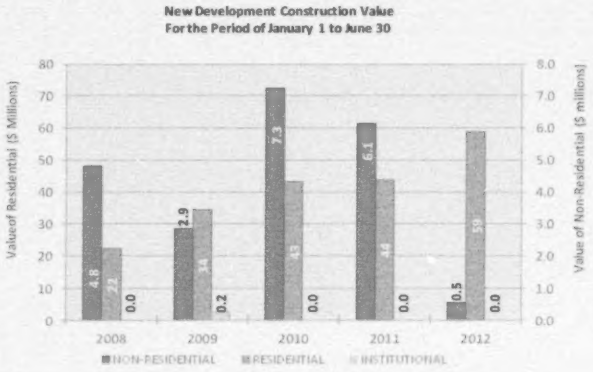
Ensure Sufficient Amounts of Land are Available for Non-Residential Growth

Council approved designation of 283 hectares (700 acres) of land in the west part of the city, north of Meadowview Drive for future light industrial development (employment lands). This will assist with attracting more businesses and employment to St. Albert, help reduce tax burden on residents and ensure long-term economic development in the city. The Municipal Development Plan amendments required will be presented to Council in September 2012. Administration is looking at strategies and initiatives to accelerate development of the newly designated employment land.

Other Items of Importance

New Development Construction Value

Compared to 2011, the value of residential construction permits increased while the value of non-residential construction permits decreased in 2012. Increase in residential development is mainly due to an increase in single family unit development in Erin Ridge North. Increase in non-residential construction value in 2011 was due to one significant development project that the city did not have in 2012 to date. There are significant project plans emerging in the second half of 2012 which should provide similar results to 2011 by the end of the year.



COMMUNITY DEVELOPMENT

Strengthen St. Albert's social fabric and improve the safety and health of St. Albert.

Build Our Community

Plan for a Community Gathering Place

A preliminary facility business case for a venue that will serve as a gathering place for residents and provide access to social programming was completed and presented to stakeholders. The capital cost for this facility was estimated and included in the City's 10-Year Capital Plan to be considered during the 2013-2015 business planning and budget. This project is currently funded for $50,000 in 2013 for planning, $1.2 million in 2014 for detailed design and $14.4 million in 2015 for construction. Administration is evaluating locations in downtown St. Albert to determine the most suitable site for this project.

Respond to Changing Demographics

Consultation with residents, service providers and Council for the Social Master Plan were completed. A significant number of residents and service providers expressed interest in being involved in focus groups and conversation coffees scheduled from August to October 2012. Information gathered from these sessions will provide additional input for the Social Master Plan.

Enhance Neighbourhood Development

Spirit of St. Albert Society

Administration completed the following initiatives in quarter two to support the efforts of the Spirit of St. Albert Society:

- Memorandum of understanding (MOU) was initiated with the Spirit of St. Albert Society to provide terms of reference and a framework for community events that will be organized by them. The MOU will be in place by the end of quarter three as per Council's motion.
- Administration provided traffic control, marshalling and some site set up and tear down support to the Soap Box Derby event held on June 17, 2012 with over 115 registered participants and over 500 spectators.

Neighbourhood Development Network

The creation of the Neighbourhood Development Network provided a unique opportunity for residents to share neighbourhood success stories and communicate new opportunities to their neighbours. The Network established the following goals:

- Share ideas with neighbours
- Act as Neighbourhood Ambassadors
- Identify and build on existing assets within neighbourhoods
- Seek out and engage diverse membership
- Create and communicate St. Albert history
- Promote safety
- Be a sounding board for Administration for new ideas and strategies

Multicultural Day

Administration coordinated a Multicultural Event in a local elementary school—Elmer S. Gish for their first annual Multicultural Day. Six different cultures were showcased through dance—Chinese, Indian, Ethiopian, Arab, Scottish and Aboriginal. The celebration was a great success.

Block Parties

To date, 57 block parties will be occurring throughout St. Albert. New this year are garbage barrels which are available for residents to paint at their party, and a range of supplies that groups can borrow from the City to assist in a successful block party event. A survey of participants indicate that parties provide opportunity for neighbours to get to know each other and as such help build stronger neighbourhoods.

Recognize the 2012 Special Olympics Canada Winter Games Legacy

The following work was completed in quarter two to recognize the 2012 Special Olympics Canada Winter Games:

- Administration is working with Special Olympics St. Albert to investigate a legacy event that will take place at Servus Place. This project will be completed in early 2013 when the surplus funds from the Games are determined and shared between Special Olympics Alberta and Special Olympics St. Albert.
- The employment program that recognizes employers of persons with developmental disabilities was launched in May 2012. A long-term program was developed and submitted to Council for their consideration as part of the 2013 business planning and budget process.
- Research was initiated to identify the public art piece that will become the physical legacy to commemorate the 2012 Special Olympics Canada Winter Games.

Safety and Health

Promote Long-Term Safety in the Community

Work continues on developing the long-term policing plan; however, the progress has been slower than anticipated due to scheduling and resource challenges. In addition, the project team worked with the steering committee to revise the scope of this project which also delayed the progress. Work on this project will continue once the scope is confirmed with all stakeholders.

Attract Additional Physicians and Medical Services

The City is in discussions with a company considering opportunities to establish a new medical office building near the Sturgeon Hospital.

Arts, Culture and Heritage

Establish the Long-Term Direction for Culture

An Implementation Plan for the Cultural Master Plan was developed and will be presented to Council as part of the 2013 business planning and budget process.

Improve Arts, Culture and Heritage Facilities

Following the approval of a lease agreement, the Visual Arts Studio Association moved into the Hemingway Centre. Administration will continue to work with the association to further develop this artist-run centre.

Community Amenities and Infrastructure

Develop Affordable Housing Options

The Affordable Housing Delivery Model

The model was approved by Council on June 25, 2012. The model outlines key strategies for the City to undertake over the next five years to facilitate affordable housing development:

- Developing policies to define and guide the City in its processes and efforts to meet the needs of the City's lowest income residents.
- Ranking housing priorities to ensure the City's highest priority needs will be addressed.
- Establishing housing targets and objectives based on Council's priorities, the availability of funding and desired outcomes.
- Providing ongoing monitoring of housing needs.
- Supporting regional initiatives and implementation plans.
- Coordinating efforts of housing providers.
- Developing a stable funding stream to support affordable housing initiatives.

The Basement Suite Development Grant Program

Currently, 75 suites are involved in the program and 65 households completed development of their suites. The City is no longer accepting new applications as the program is fully subscribed. Nine people are on the waiting list in case approved applicants opt out or sell their home in which case the money is returned to the program.

Establish the Long-Term Direction for Recreation

A three-year Implementation Plan was developed following Council's approval of the Recreation Master Plan. The first three year initiatives were included in the department's business plan.

Complete Implementation of Dog Parks

Levasseur Dog Park
On June 25, 2012 Council directed Administration not to proceed with construction of the Levasseur Dog Park. Administration was asked to look for another location for this dog park.

Lacombe Dog Park
Evaluation of the dog waste bag dispensers pilot determined that dispensers were well-received by dog owners. By the end of quarter three, an additional 20 dispensers will be placed around St. Albert.

Location for an Additional Dog Park
On June 25, 2012 Council accepted the recommendation to consider the storm pond immediately north of Servus Place as the proposed location for the third dog park pending resident feedback and final Council decision in January 2013.

Consider Options for Accessible Transportation to Edmonton

The Handibus Specialized Transit review was completed which included consultation with residents. The report includes recommendations for;

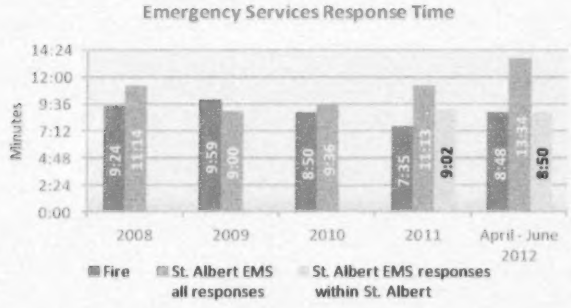
- Developing specialized transit service standards
- Amending eligibility criteria
- Exploring trip scheduling and opportunities for efficiencies
- Regional service into Edmonton
- Use of supplemental taxis
- Organizational structure
- Vehicle types and specifications
- Expanding hours of operation and integration with conventional service
- Fare policy
- Collaboration with community groups, Capital Region Board partners and the Province of Alberta

The implementation of recommendations will begin with the 2013 operating budget.

Other Items of Importance

Public Safety

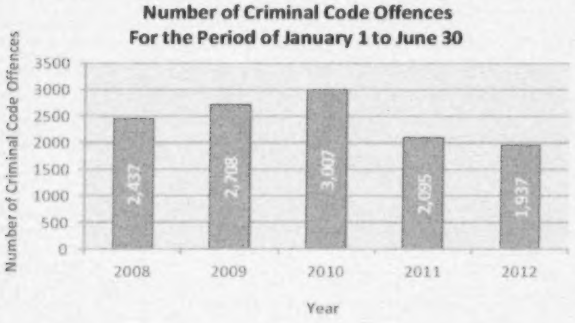
Fire Services Response Time
The target of responding within nine minutes to 90 per cent of fire and EMS calls within St. Albert was met in quarter two 2012. The "EMS all responses" encompasses travel outside St. Albert which results in a longer response time.



Target: Respond to 90% of fire calls within nine minutes.

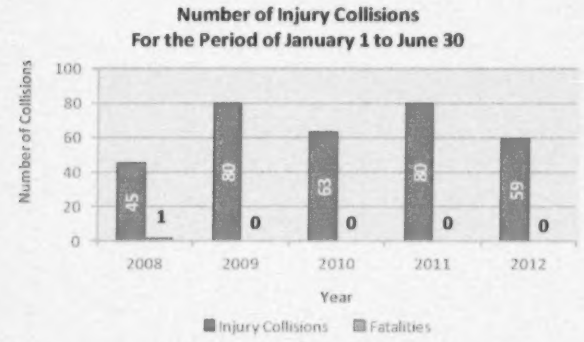
Criminal Code Offences

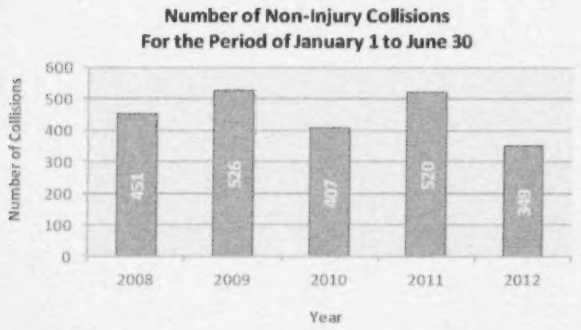
Criminal code offences decreased in quarter two 2012 compared to the same time period in 2011. Police believe this decrease continues to be partially due to the City's social development initiatives.



Injury and Non-injury Collisions

Compared to quarter two 2011, the number of injury and non-injury collisions decreased in quarter two 2012. This decrease is mainly due to better road conditions in quarter one of 2012.





St. Albert Detachment

St. Albert Detachment welcomed the new Officer in Command. The main focus of the new Commander is to develop policing priorities for the year which will include:

- Youth initiatives
- Substance abuse
- Traffic
- Graffiti

Drug Tip Line

The Tip Line has been active since February 2012 with 26 calls received as of the end of quarter two. Eighteen calls included contact information that allowed police to followup and resulted in the initiation of new investigations and/or assistance to ongoing investigations.

New Building for Policing Services

Council approved the purchase and funding plan for the August 2012 acquisition of the MIG Building at 50 Bellerose Drive to accommodate St. Albert's policing needs for the next three decades. The new building will be used as a satellite RCMP office with no public access while the existing RCMP Headquarters will remain as the point of contact for the public.

Youth Initiatives

Youth Programs

The relationship between RCMP and the local school district continues to be very strong.

- The RCMP continues to provide a strong presence in all schools to foster youth engagement and promote Asset Development.
- The D.A.R.E. program was successfully delivered to all grade six classes as well as the followup program with grade eight focusing on marijuana.

Building Assets and Memories (BAM)

The group provided 1,837 volunteer hours to various initiatives including:

- BAM Factor— a talent show of local junior high students in Bellerose High School
- 3rd BAM Jam— a dance for junior high students held at a high school with approximately 300 participants
- Planning for Canada Day youth longboard competition
- Weekly visits with seniors at the Youville Home
- Mentorship for junior high BAM clubs

ENVIRONMENT

Preserve and promote the enjoyment and responsible development of natural areas.

Environmental Stewardship

Create a Vision for the Sturgeon River Valley

The State of the Sturgeon River Watershed report was presented to Council on April 28, 2012. The report compiles existing data, research and information regarding the watershed. It acts as a benchmark against which future actions will be considered. The report indicated an overall condition of "fair". The key recommendations include:

- Minimizing impact of urban sprawl.
- Preventing future loss of natural areas especially wetlands and riparian areas.
- Reducing amounts of pollutants entering the watershed such as fertilizers, pesticides and road salts.

Develop Stewardship Plan for Grey Nuns White Spruce Park

The committee completed the interpretive walk through the forest to help determine various possibilities for trail systems. The committee is currently planning development of the Park Management Plan.

Obtain International Organization for Standardization (ISO) Certification

The Public Works Environmental Management System continues to be implemented to conform to the International Organization for Standardization in the area of Environmental Management (ISO 14000). The registration audit is scheduled for July 2012.

Develop Greenhouse Gas Emissions Action Plan

The City received $15,000 in matching funds from the Federation of Canadian Municipalities' Green Municipal Fund. Administration is currently accepting proposals to develop the Greenhouse Gas Emissions Action Plan.

Clean-up, Stabilization, Monitoring and Reporting

Assess Mitigation Strategies for Old Public Works Yard

Administration continues the required groundwater monitoring for salt contamination at the site and is working on finalizing the site risk assessment and management alternatives report.

Clean up and Stabilize the Sturgeon River

The Sedimentation and Erosion Control project continues with review and design for the eight high priority outfall locations along the Sturgeon River. Construction is planned to take place between September and December 2012.

Continue Remediation Work in Riel Park

The general construction contract was awarded to Wilco Contractors and work will commence in August 2012. The sport groups should be back in Riel Park, operating on new fields and infrastructure by August 2014.

Promote Environmentally Sustainable Practices

Waste Plan for Civic Buildings

Administration is working on finalizing waste plans for all major civic buildings. The implementation is scheduled to take place by the end of July 2012.

Review the Waste Management Program

A one-year review of the waste program was completed and the report was presented to Council on June 25, 2012. Overall, the program has exceeded the waste reduction goal set in the Environmental Master Plan in its first year:

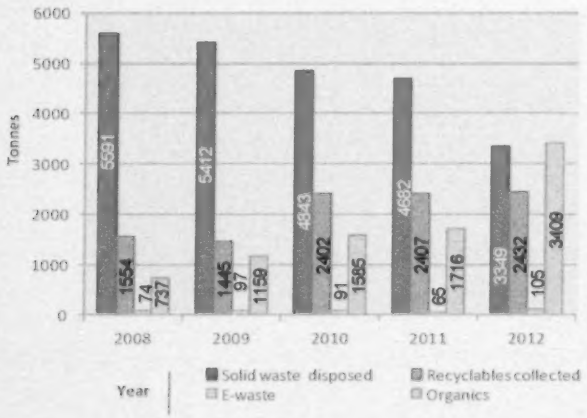
- Reduce solid waste to 125kg per person per year by 2020.
- Reduce the amount of waste sent to landfills by 65 per cent by 2020.

Other Items of Importance

Solid Waste and Recyclables

Compared to quarter two 2011, there is an increase of 25 tonnes of recyclables, 40 tonnes of e-waste and 1,693 tonnes of organics, while the amount of solid waste disposed decreased by 1,333 tonnes — a 28 per cent decrease over last year. The large variance in composition of the solid waste and organics is the result of newly introduced programs.

Solid Waste and Recycling
For the Period of January 1 to June 30

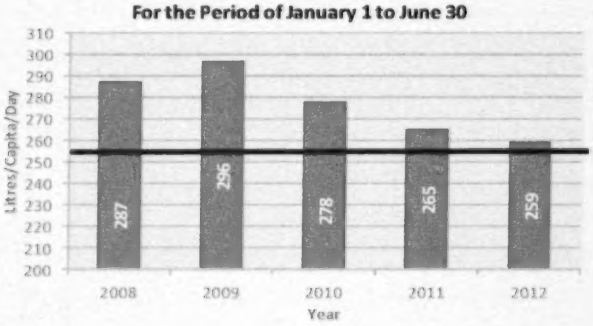


Note: Solid Waste and Recycling is reported per tonnes on a quarterly basis. Industry per capita for solid waste and recycling is based on the entire year. To ensure accurate reporting and proper comparison, per-capita reporting will be done in the annual report.

Water Consumption

Water consumption in St. Albert continues to decrease, exceeding the target for 2012. The City is on track to meet its target of reducing water consumption to 200 litres or less per person by 2020.

Water Consumption
For the Period of January 1 to June 30



Target for 2012: 255 litres per person per day.

GOVERNANCE

Improve efficiency, plan strategically and build effective partnerships and relationships to ensure the right choices for St. Albert in both the immediate and longer term.

Planning and Reporting

Enhance Strategic Focus

Council discussed a series of strategic themes at its planning and priorities session in June 2012. It was noted that although there is a vision statement for St. Albert articulated in the current Municipal Development Plan, a new strategic plan that sets out a long-term vision for the city should be developed following the next municipal election.

Improve Analytics and Decision Making

Administration is implementing a performance measurement and reporting program that will enhance its ability to make evidence-based decisions. Work is in progress to develop a strategic and corporate level scorecard for the program. Council was briefed at their priorities and planning session in June 2012 on the program and the scorecards that will be developed.

Governance Capacity and Policy Direction

Ensure Most Effective and Efficient Model of Governance is in place

On April 16, 2012 Council approved a Governance Review Committee consisting of the Mayor and two Councillors. The committee will review various elements within the approved terms of reference and will make recommendations back to Council in 2013.

Review and Modernize Selected Bylaws

Animal Bylaw
An online survey regarding Animal Control options asked for public feedback and ran from May 14 to July 2, 2012. Over 800 residents participated in the survey. Administration is compiling the results of the survey as well as continuing with research to develop the Animal Control Bylaw amendment recommendations which will be presented to Council on September 24, 2012.

Alarm Systems Bylaw
Council approved Administration's recommendations at the June 18, 2012 Council meeting for proposed amendments to be brought forward to the Alarm Systems Bylaw. The goal of the future proposed amendments will be to reduce the number of false alarms and to move towards more of a user pay service. Council will deliberate on the specific amendments during their meeting on September 24, 2012.

Traffic Bylaw
Council directed Administration to make a number of amendments to the Traffic Bylaw in relation to RV parking. Administration is working on amendments as directed and will be providing a report and recommendations at the October 29, 2012 Council meeting.

Partnerships and Relationships

Advocate for and Actively Engage in Dialogue with Other Orders of Government

Administration's representative has been designated to coordinate the City's activities. Administration will support Council's advocacy activities in relation to the other orders of government. Assistance in developing an advocacy strategy has also been solicited with a report expected to be presented to Council in quarter three.

Build Positive and Productive Working Arrangements

The Arts and Heritage Foundation (AHF) Stewardship Agreement
Council and Administration continue to work with AHF to review and update the stewardship agreement. In quarter two, a series of reports were prepared for Council including history and background information as well as service delivery options. The service delivery options were forwarded to AHF for their input before they are presented for Council's consideration on August 27, 2012.

St. Albert Minor Hockey Association (SAMHA) Lease Agreement
The City is working with SAMHA to renew their lease agreement for the use of Akinsdale Arena. Once renewed, the agreement will be in place for 10 years.

Fastball St. Albert
Administration is working with Fastball St. Albert for future plans on leasing land from the City to build a four diamond and clubhouse facility within the next five to 10 years.

Fiscal Responsibility

Enhance the City's Fiscal Responsibility

Administration will be reviewing the City's Utility Fiscal Model later in 2012 and will be providing recommendations to Council in 2013.

A series of workshops are being organized to provide required information to Council and streamline exchange of information between Council and Administration. In quarter two, the City Assessor held tax policy workshops for the City's Senior Leadership Team, Council and the St. Albert and District Chamber of Commerce. The workshops helped clarify information relative to tax policy, tax split and the role that new growth plays in effecting tax splits. Policy additions and amendments were adopted by Council on April 16, 2012.

Develop Outside Agency Budget Guiding Principles

Following a consultation process, Council approved the Outside Agency Budget Guiding Principles Policy on April 16, 2012. This policy will ensure that the transparency and effectiveness of the outside agency budget process is improved. Process changes include the requirement of business cases for most civic funding requests from community organizations or groups and a review process through the Community Services Advisory Board which will then make recommendations to Council. Any approved funding will be included within the City's annual budget, up to a pre-determined funding allowance.

Practice Fiscal Restraint and Continuous Improvement

Corporate Projects

Asset Management

This project includes software upgrades and related process improvements for Public Works and Transit Services. Once completed, the upgrades will result in efficiency gains, greater functionality and improved access to data.

In quarter two, licensing and service and support agreements were fully executed and Administration received the applicable software modules to commence preliminary data migration and testing.

Through software demonstration, it was determined that the Asset Management Software Hansen 8 will only be acceptable for Public Works and Transit will pursue an alternative software solution to manage their fleet assets.

Performance Measurement and Reporting

Administration is developing a performance measurement and reporting program that will enhance its ability to make evidence-based decisions. Work is in progress to develop a strategic and corporate level scorecard for the program. Council was briefed during their priorities and planning session in June 2012 on the programs and the scorecards that will be developed.

Photo Enforcement Program

This project involves evaluation of the in-house photo enforcement operation versus the contracted services currently in place. Administration is surveying municipalities with in-house operation and collecting data to determine equipment requirements and their cost. Once data collection is completed, cooperative analysis will be done to determine the best option for the photo enforcement service delivery.

In addition to the above, Administration have undertaken a number of initiatives to continuously improve City operations.

Departmental Initiatives

Cultural Services Brand

To improve communication and awareness of programs and services offered by Cultural Services, the department completed several initiatives in quarter two including:

- New Cultural Services web page was launched — www.sta-culture.com.
- Calendar of activities now available on the website.
- Two program brochures were developed—Fall/Winter, available in August and Spring Break and Summer brochure available in March 2013.

Increased Network Bandwidth

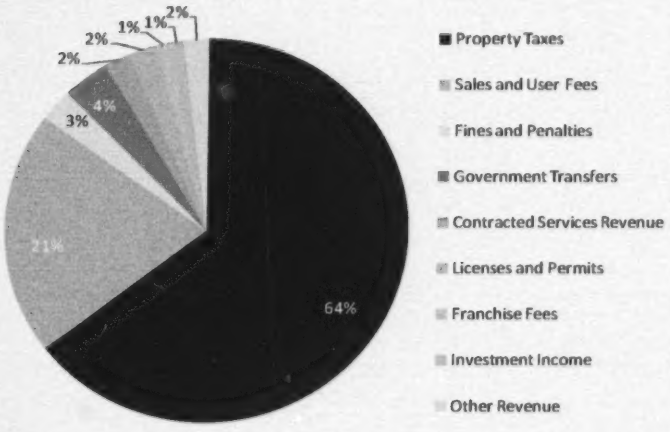
There was a need to increase the network bandwidths capacity at the City due to increased users and applications on the network. The City transitioned from a single, 10 mbit/sec pipe that was shared with the Library to two separate 20 mbit/sec connections, one for the City and one for the Library. This provides greater network bandwidth and eliminates challenges with connection for both the City and the Library while still providing back up options should either the City or Library require it.

Municipal Operating Budget

Operating Revenue

As of the end of June, City's revenue is $66.9 million, which is $569,000 higher than budgeted. This forecasted surplus is due to revenue increases in recreation, ambulance, marketing, tax penalty and construction cost recovery.

Operating Revenue for the Period of January 1 to June 30

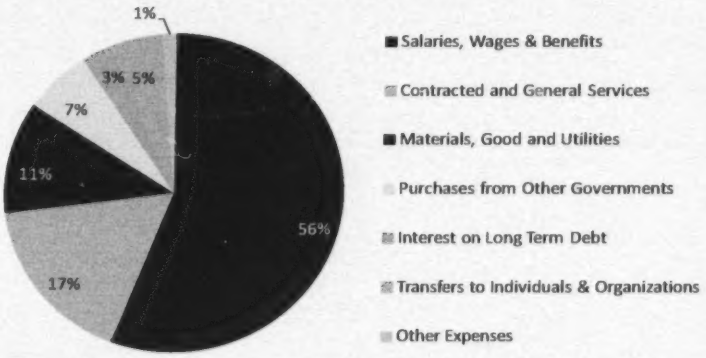


Operating Expenses

As of the end of June, the City spent $66.3 million which is $82,000 higher than budget. This forecasted increase is due to an increase in consulting and legal fees which are offset by savings from vacancies and reduction in insurance premium. Overall, the City's Municipal Operating Budget is currently forecasting a surplus of $487,000.

Detailed financial report can be viewed at City's website.

Operating Expenses for the Period of January 1 to June 30



Other Items of Importance

Community Satisfaction Survey

The Community Satisfaction Survey results were presented to Council along with the public release of information on July 16, 2012. Ninety-nine per cent of survey respondents rate quality of life in St. Albert as either very good (62%) or good (37%). The majority (83%) of survey respondents expressed some level of satisfaction with the services provided by the City, 14 per cent indicated a neutral satisfaction level and two per cent were very or somewhat dissatisfied.

The complete survey results can be accessed from the City of St. Albert website at www.stalbert.ca/community-satisfaction-survey.

Improved Public Access through Web Streaming

The addition of wiring/cables to the East Boardroom was completed in order to provide web streaming of the Standing Committee on Finance meetings. Installation of cameras and microphones is underway with target completion by early May 2012. Formal communication to the public will be done once all equipment is tested and running properly.

Strengthening Public Engagement

As part of Council's commitment to strengthen public engagement and encourage dialogue, Council held its second Town Hall Meeting on May 30, 2012 with approximately 14 residents attending. Topics included:

- Social Master Plan
- Economic Development
- 2012-2013 Priorities
- Animal Bylaw
- Light Rail Transit (LRT)
- Physician Attraction

The third Town Hall meeting is scheduled for October 3, 2012.

Improved Communication with Residents

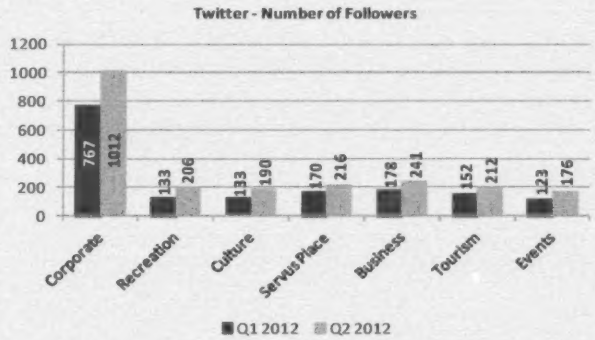
To strengthen communication with residents, the following initiatives took place in quarter two:

- The Chamber of Commerce's Digital Signs ran 16 different City ads.
- Forty two news releases were issued.
- A survey of internal clients is planned for July 2012 to determine opportunities for improving communication through Citylights.

This was the second quarter that social media was used to provide information on news, programs and services and the City's operations. The following data is new; therefore, historical information is not available.

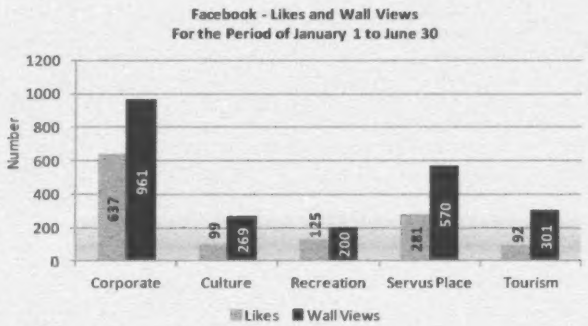
Twitter

In quarter two, 810 tweets were sent out on the City's corporate Twitter account. The number of followers increased from quarter one 2012 to quarter two for all City accounts.



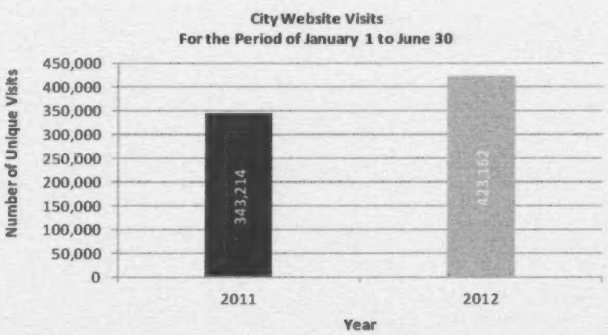
Facebook

Facebook activity in quarter two shows the strongest numbers for Corporate and Servus Place likes and wall views.



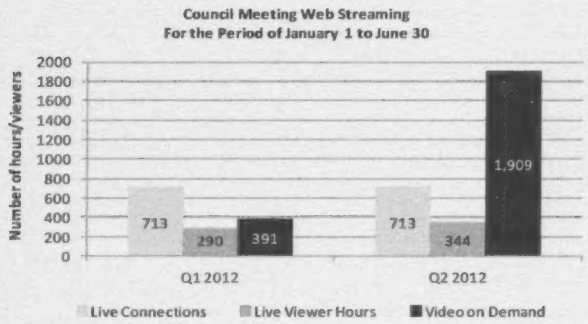
City Website

In 2012, website visits increased by 24% per cent compared to the same time period in 2011.



Web Streaming

Compared to quarter one, number of live connections remained the same while numbers for live view hours and video on demand increased in quarter two.

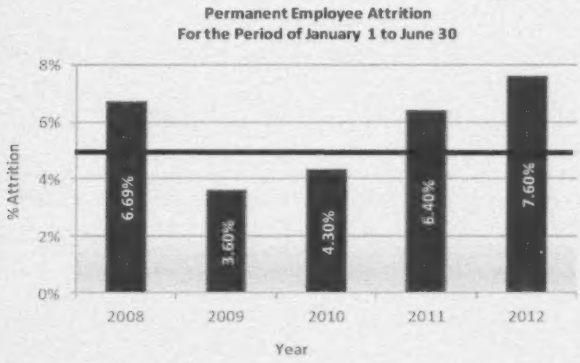


OTHER ITEMS

Attract and Retain High Quality Employees

Employee Attrition

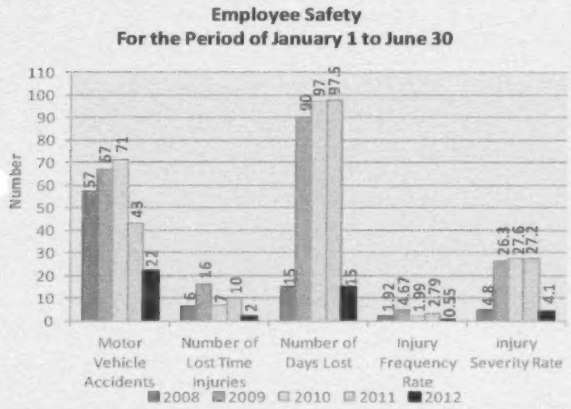
The employee attrition rate increased in quarter two 2012 compared to quarter two 2011. Increased turnover is partially due to improved employment market resulting in more people moving to new opportunities.



*Target for 2012: Five per cent attrition rate.

Safety Statistics

Compared to previous years, all safety statistics decreased in quarter two 2012. This decrease is due to re-investment in safety training that provided more training options for identified areas of focus.



Definitions:
Injury Frequency Rate: = No. of Injuries x 200,000/Total Hours Worked
Injury Severity Rate = No. of Days Lost x 200,000/Total Hours Worked

Deliver Programs and Services that Meet or Exceed our Standards

Servus Place Vacant Ice Times

Following the St. Albert Steel's relocation to Whitecourt, the vacant ice times for the 2012/2013 season were allocated to local user groups through the annual ice allocation process. The Servus Place team conducted interviews with a variety of community stakeholders to gain better insight into how the vacant space could be best utilized in future years. The results of these interviews will be used to develop a Request for Interest in the fall of 2012.

Northern Alberta International Children's Festival

The 2012 festival was a success with 55,256 people attending the festival and volunteers contributing 13,181 hours to ensure the success of various festival activities. Survey results show:

- 90% of public/teachers intend to attend Festival in 2013.
- 95% of public/teachers would recommend the Festival to a friend.
- 86% of volunteers intend to volunteer at the 2013 Festival.

Arden Theatre

The following are the key highlights for Arden Theatre for quarter two:

- Over 19 rental/community groups used the facility including the Rotary Music Festival for eight days.
- The Arden Theatre Society is working with Administration to explore opportunities of membership and increasing sales for the Arden Theatre Seat Program.
- Family series brochure for the 2012/2013 season was produced and tickets went on sale in June 2012.
- Professional series brochure was completed and sale for the season subscribers' will start August 2012.

Shred-It Day

The City of St. Albert, Shred-it, the RCMP, the St. Albert Food Bank and the Alberta Motor Association (AMA) teamed up in May 2012 to sponsor the fifth annual Shred-it event. The event was a huge success with 12,045 kg of paper recycled, compared to 12,000 kg in 2011. Over 640 residents brought personal information, CDs and electronics to be confidentially destroyed. The amount of shredded material saved nearly 245 trees. The event also helped the Food Bank with residents donating nearly 156 kg of food and approximately $1,500 for the Food Bank.

Spruce Up St. Albert

Spruce Up St. Albert included several events that took place in quarter two:

- Kick-off Event– the event involved six schools painting nine garbage cans.
- Clean Up the Sturgeon and REEP River Festival– the event saw 359 participants with close to 100 volunteers supporting the event.
- Arbor Day–480 grade one students joined in to learn about the importance of trees to their daily lives. Seven naturalization projects were completed which resulted in the planting of almost 3,100 trees and shrubs at sites across the City.

Assessment Notices

Combined assessment and tax notices were mailed to all property owners in May 2012. The tax payment deadline is June 30, 2012 and July 30, 2012 for assessment appeals.

Ensure Our Customers are Very Satisfied

Cultivate Life by Mural Mosaic

The *Cultivate Life mural* by Mural Mosaic was unveiled in May 2012. The mural honours the contributions of artists who donated their time, talent and enthusiasm to the original mural entitled *What Inspires a Child*.

Starbucks Operations

Starbucks had over 20,000 transactions in quarter two. The revenue and expenses will be adjusted in quarter two forecast and are anticipated to end the year at a profit.

Servus Place Customer Satisfaction Survey

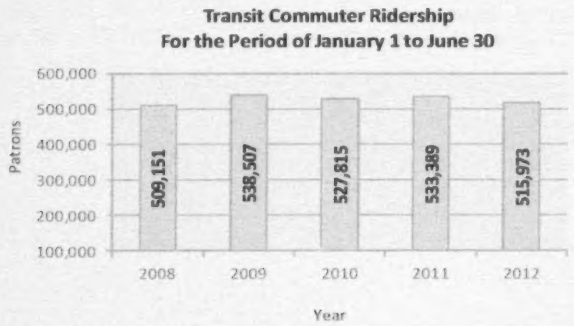
A Customer satisfaction survey conducted in quarter two indicates continued satisfaction with Servus Place. The overall satisfaction with Servus Place remains high with 95 per cent of patrons expressing satisfaction. To view complete survey results, visit www.servusplace.ca/index.php/about-us/reports.

Improved Security at Servus Place

The security coverage in the facility was adjusted from overnight coverage to late afternoon and evenings in order to heighten the security presence in the facility, reduce incidents and to support front line staff.

Transit Commuter Ridership

Transit commuter ridership decreased by 3.3 per cent in 2012 compared to the same time period in 2011. The decrease in ridership may be a result of a 10 per cent fare increase instituted in February 2012 and the paid parking requirement that reduced the number of legal park and ride stalls by 35 per cent.



Target for 2012: 1,305,000 riders per year.

For More Information:

City of St. Albert
5 St. Anne Street
St. Albert, AB T8N 3Z9
Phone: 780-459-1500
www.stalbert.ca